

ARE YOU LOST IN THE **DIGITAL MAZE?**

CONQUER THE DIGITAL LANDSCAPE WITH

Digitally Global



STUCK IN AN OUTDATED MARKETING JUNGLE?

Are you feeling lost in the tangles of outdated marketing strategies? Then it is time to break free from traditional methods and embrace digital strategies for **precise targeting**, **real-time analytics**, and **cost-effective campaigns** that **engage your audience** online.

Unlock new opportunities with innovation, agility, measurable impact and competitiveness to steer your business towards modern success in today's fast-evolving digital landscape.



THE **POWER** OF **DATA-DRIVEN STRATEGIES**

Data-driven strategies leverage insights from a vast amount of data and make informed decisions, optimise campaigns, and achieve better results. Here are some key benefits:



PERSONALISATION

- Targeted marketing efforts based on customer data
- Improved customer experience & satisfaction

ENHANCED DECISION-MAKING

- Informed decisions over guesswork
- Real-time performance tracking

EFFICIENCY & OPTIMISATION

- Better resource allocation
- Continuous campaign optimisation

PREDICTIVE ANALYTICS

- Forecasting future trends & behaviour
- Anticipating customer needs

ENHANCED ROI

- Reduced wasted spend
- Higher conversion rates

COMPETITIVE ADVANTAGE

- Valuable market & competitor insights
- Ability to quickly adapt to changes

CUSTOMER INSIGHTS

- Understanding customer behaviour
- Precise customer segmentation

ENHANCED CREATIVITY

- Informed creative processes
- Effective testing & iteration

INTRODUCING DIGITALLY GLOBAL

Your Trusted Partner in Digital Domination

Welcome to Digitally Global. In today's fast-paced digital world, your business needs a partner that can navigate the complexities of online marketing. With our team of marketing wizards, content creators, and social media gurus we transform your ordinary businesses into extraordinary brands.



OUR COMPANY:

Digitally Global is a top-tier Digital marketing agency that redefines and boosts your digital presence. In a world where the digital landscape is constantly evolving, staying ahead of the curve is essential for businesses to survive. And, at Digitally Global, we constantly strive to help you succeed with innovative strategies, cutting-edge technology, and tailored solutions that conquer marketing challenges and achieve high scores in engagement, traffic, and conversions.



Digitally Global

is committed to driving your business forward with Customised Innovative Strategies for maximum impact for your unique business needs. Here is what we offer:



SEO:

Boost your search engine rankings and drive organic traffic with our expert SEO strategies.



CONTENT CREATION:

Create compelling content that captures attention and drives conversions.



SOCIAL MEDIA:

Engage your audience and build a loyal following on social media platforms.



PAID MEDIA MARKETING:

Maximise your ROI with targeted pay-per-click advertising campaigns.



WHATSAPP MARKETING:

Connect with customers through targeted marketing campaigns that drive results.



WEB DESIGN & DEVELOPMENT:

Create user-friendly & high-converting websites that leave a lasting impression.

OUR PARTNERS:

Present & Historical



A FEW CREATIVE LIBERTIES:

Best visual ideas or marketing strategies made for our clients



WEB DESIGN

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amazonia

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NEW ARRIVAL AHELI KASHISH GEORGETTE SAREE

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- Rich in antioxidants and protein
- Maintains a healthy heart
- Manages your weight



CALIFORNIAN PISTA ROASTED & SALTED
 Pista for their unique flavour and it doesn't have. Roasted Salted Pista from NUTRIFUN are loaded with myriad nutritional benefits and just the right amount of seasoning. Pistachios are also rich in antioxidants and proteins to help you with weight management. Apart from rendering a pleasant palate, these bite-sized wonders celebrate heart health and promote the production of gut-friendly norepinephrine.

GENERIC NAME: NUTS
INGREDIENTS: In-Shell Pistachios, Edible Common Salt

STORAGE ADVICE:
 1. Store in a cool & dry place.
 2. Keep away from direct heat & sunlight.
 3. Don't keep the pouch open.

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Net Weight: 200g
 Batch No :
 Date of Packaging:
 MRP (incl. of all taxes), ₹

Best before 6 months from date of packaging

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The purchase price of this package is 2.00 per piece.

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NUTRITIONAL INFORMATION

Per 100g (Approx.)	
Energy value	562 kcal
Protein	20 g
Carbohydrate	38 g
Sugar	7.56 g
Total fat	44 g
Dietary fibre	10.3 g

Allergens:
 Contains Tree Nuts
 This product has been packed in an allergen-free & allergen-free packaging. See our website for allergen-free products.



OUR EPIC WINS

Here are a few 'pats-in-the-back' from our clients who were happy with our efforts.

It's been a pleasure working with the Digitally Global team for 2 of our marquee events - Employee and Customer Happiness Awards. They have been very responsive, quick and accommodating with all our requests for sharing designs, creatives and ideas. The content we put out on our social media pages has been very well received, which is evident from our increase in followers, engagement rates and the number of impressions we have been able to make. They are a professional team that give you quality, worth your every penny! More power to the Digitally Global team!

NIDA UMERJEE

EVENT DIRECTOR
EMPLOYEE & CUSTOMER HAPPINESS AWARDS
PLAN3MEDIA | UAE



I recently engaged their services for the development of my new e-commerce website and social media marketing strategy. From the outset, they provided a clear and comprehensive plan that detailed every step of the process. Their professionalism and attention to detail were evident throughout the project. I am pleased to report that they not only met but exceeded my expectations by delivering the promised results on time and within budget. Their expertise and dedication have made a significant positive impact on my business.

- NANDINI DEB






Working with the Digitally Global team has been an exceptional experience for us at Elite Interiors. They managed our digital transformation, from revamping our website to spearheading our social media campaigns. Their ability to understand our brand and convey our message through compelling content and creative visuals has been outstanding. The results speak for themselves – we've seen a significant increase in website traffic, customer engagement, and ultimately, sales. Their team is responsive, professional, and consistently goes above and beyond to deliver quality work. Digitally Global is truly worth every investment.



RAJESH SHANKAR
CEO
ELITE INTERIORS



I had the pleasure of collaborating with Digitally Global for our latest product launch at GreenTech Solutions. Their strategic approach to digital marketing and thorough understanding of our target audience were instrumental in the success of our campaign. They delivered creative and engaging content that resonated well with our audience, leading to a noticeable boost in our online presence and customer interactions. The team's dedication, creativity, and professionalism were evident in every aspect of their work. I highly recommend Digitally Global for any business looking to elevate its digital marketing efforts.



MUNAWAR AZEED
MARKETING DIRECTOR
GREENTECH SOLUTIONS



LEARNING WITH CASE STUDIES



Learning about industry practices, successful campaigns and their impact helps us create effective marketing strategies for the target audience. Here are a few of our favourites:

CASE STUDY 1

ARTLESS

Challenges:

ARTLESS's previous marketing efforts yielded lacklustre results, despite significant investment, with less than 2x return on ad spend (ROAS). Urgently needing improved outcomes, we leveraged their ample budget and strong brand identity.

The ARTLESS logo is displayed in a white rounded square with a thin red border. The text 'ARTLESS' is in a bold, grey, sans-serif font.

Solution & Result:

-  Introduced Instagram story ads.
-  Utilised campaign budgeting to test multiple audiences simultaneously.
-  Identified and ran best-performing ad sets individually.
-  Simultaneously launched Dynamic Product Ads (DPAs).
-  Implemented a bottom-of-funnel re-engagement campaign for their email list.

After the initial week, we conducted a thorough audience analysis, refining targeting options for a high-performing campaign, achieving a remarkable 6X ROAD. Top-of-funnel campaigns consistently exceeded 3X ROAD through aggressive testing. An intricate middle-of-funnel retargeting strategy, including lookalike and custom audiences, further optimised performance across all funnel stages.



CASE STUDY 2

GANGOTRI GROUP




Challenges:

GANGOTRI GROUP'S primary goal was to raise awareness of their website, increase link clicks, and encourage users to fill out relevant forms. Additionally, they aimed to target individuals and households interested in property investment through PPC activities.



Solution & Result:

To address these issues, we implemented the following strategies:

-  **Careful Budget Allocation:** We meticulously allocated daily budgets and strictly adhered to them to maximise the effectiveness of our campaigns.
-  **Rotated Creative Copies:** All creative copies were crafted with great care and rotated strategically to ensure maximum visibility and engagement with potential customers.
-  **Killer Strategy Development:** Given the ambitious targets set by the client, we developed a killer strategy to effectively capture the target audience's attention and drive desired actions.

Overall site traffic increased by an impressive 400%, demonstrating the effectiveness of our strategies in achieving the client's objectives.

CASE STUDY 3

FAFO

Challenges:

FAFO faced disappointing results from their previous sales campaigns despite investing heavily, achieving less than a 2x return on ad spend (ROAS). It was imperative to boost outcomes promptly, utilising their substantial budget and strong brand identity.



Solution:

-  **Strategic Ad Placement:** Introduced Instagram story ads to leverage the platform's interactive and visually engaging format, capturing audience attention effectively.
-  **Efficient Budget Allocation:** Utilised campaign budgeting to conduct simultaneous tests on various audience segments, optimising resource allocation and maximising reach.
-  **Refined Ad Sets:** Identified and prioritised best-performing ad sets based on initial testing, allowing for focused attention and investment in high-potential campaigns.
-  **Data-Driven Analysis:** Conducted a thorough audience analysis after the initial campaign week, refining targeting options to optimise performance and achieve a remarkable 6x ROAS.
-  **Effective Funnel Strategies:** Designed and executed top-of-the-funnel campaigns exceeding 3x ROAS through aggressive testing, while a sophisticated middle-of-the-funnel retargeting strategy, leveraging lookalike and custom audiences, further optimised performance across all funnel stages.

Result:

Following the first week, a comprehensive audience analysis was conducted, refining targeting options for a highly successful campaign, resulting in an impressive 6x ROAS. Top-of-the-funnel campaigns consistently achieved over 3x ROAS through rigorous testing. An elaborate middle-of-the-funnel retargeting strategy, incorporating lookalike and custom audiences, further enhanced performance across all funnel stages.

CASE STUDY 4

SOUTH WINDS SOUTHERN BYPASS

Since 1997, the brand has grown into Eastern India's leading group, pioneering Retail to Real Estate with a 'Together is Progress' ethos.

Challenges:

To increase the number of quality leads and improve conversion rates for the South Winds Southern Bypass residential project.



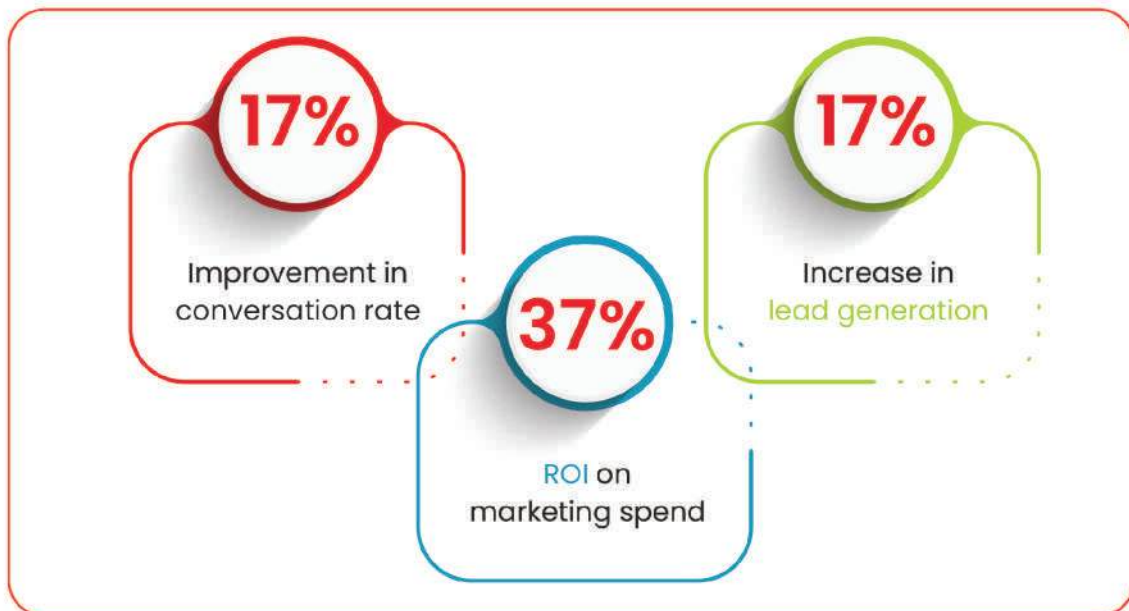
Strategy:

Implemented a multi-channel lead generation strategy encompassing SEO, PPC, social media advertising, and email marketing.

Execution:

- 🔧 Optimised website for search engines, improving organic traffic.
- 🔧 Launched PPC campaigns targeting relevant keywords. Utilised social media platforms to engage with potential buyers.
- 🔧 Developed an email nurturing campaign to maintain engagement with leads.

6-Month Lead Generation Growth:



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